



How to Support Dry January USA

Small Businesses Guide

Join the Dry
January® USA
movement!

1 Community Engagement

- Host Dry January wellness events
- Create social media challenges
- Offer special January discounts for participants

2 Visible Support Markers

- Display yellow ribbons prominently
- Use yellow in marketing materials
- Create awareness through creative displays

3 Official Recognition

- Join Dry January USA membership program
- Get listed on national participant directory
- Share your commitment with customers

4 Collaborative Approach

- Partner with local health organizations
- Provide educational materials about alcohol-free living
- Create a supportive, inclusive environment



DRY JANUARY®
USA

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